



UWOMEN PR

Hair Creatique Beauty Bar

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December 2018

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EXECUTIVE SUMMARY

Hair Creatique Beauty Bar, a hair salon in the Sankofa District of Syracuse, New York, lacks a clear mission to lead the organization towards success. The lack of clear mission has caused a disconnect between HCBB's business ideas and its execution, as well as unprofessional and inconsistent online and social media presences. UWomen PR created a triangulated research plan to find the answers to three main research objectives, in order to recommend a communication strategy for HCBB.

UWomen PR focused on two groups of key publics: female Syracuse University students and young female professionals in Syracuse, New York. UWomen PR conducted both qualitative and quantitative research in the form of a social listening analysis, survey and two focus groups. The social listening analysis allowed UWomen PR to identify a target audience for HCBB's social media efforts, as well as to determine the importance of positive online reviews for hair salons in Syracuse. The survey and focus groups allowed UWomen PR to determine the ways in which students and professionals find new salons in Syracuse and what the two groups of key publics look for in a salon.

Based on our findings, UWomen PR suggests that HCBB engages with Syracuse University students through a campus representative program and student discounts, and that the organization should improve its social media strategy and online presence by utilizing search engine optimization. By following these recommendations, HCBB can streamline its brand and image and create a clear mission that will drive the organization towards growth and success.

PROBLEM AND OPPORTUNITY STATEMENT

Hair Creatique Beauty Bar (HCBB) seeks to instill confidence in women and enhance their self-image by providing hair services such as hair coloring, blowouts and weave services (Hair Creatique About, 2015). The salon is open to everyone; however, its primary target consumers are African American females. The organization has the potential to be successful; however, there is a lack of a clear mission to drive the organization towards success. One reason for the lack of a clear mission is the disconnect between the salon's business ideas and its execution. For example, the salon promotes natural hair products but does not effectively explain how and why these products are beneficial to clients over chemical relaxers. HCBB also has inconsistent social media branding, which causes a lack of a clear mission visible to consumers. These inconsistencies can lead to loss of clients, and clients will continue to be unaware of the true brand of the organization. The lack of identity may prevent clients from spreading positive feedback to others about the organization. Another reason for HCBB's lack of mission and identity online is its lack of professionalism on its website. This lack of professionalism may cause professional clientele, one of HCBB's key publics, to seek out a different hair salon. UWomen PR will help Hair Creatique Beauty Bar through research, such as surveys and participatory observation, to develop communication methods that will help the client gain a clear mission that will appeal to and attract more customers.

SITUATION ANALYSIS

Analyze the Situation

Background on the issue:

Hair Creatique Beauty Bar (HCBB) is a salon in the Sankofa District of Syracuse, New York. Owned by Lucreaty Love, HCBB seeks to create next level confidence for its clients through their hair (Hair Creatique About, 2015). However, HCBB has inconsistent messaging across digital media platforms. HCBB's multiple conflicting messages, different visions for a brand focused on confidence and cocktails while emphasizing natural hair care and a difficult-to-navigate website create a muddled brand image. Love's goal is to promote her salon while educating the public on the harmful effects of "creamy crack" or chemical hair relaxers. While Love aims to create confidence, her many messages get lost in translation, limiting the overall impact of her brand.

Consequences of the Situation:

It is necessary for Hair Creatique Beauty Bar (HCBB) to create a clear message and establish itself as a unified brand. HCBB's inconsistent messaging across digital media is causing it to lose out on potential clientele, like students and professionals in the area. Additionally, HCBB's website is difficult to navigate, which could turn away potential clientele. Approximately 94% of smart-phone users look for local information on a digital device, and according to one study, a bad mobile experience made 52% of users less likely to engage with a company (Rinaldi, 2017). Both the desktop and mobile versions of HCBB's website lack customer testimonials and a clear section to find Love's services, which may be frustrating to potential customers. HCBB's difficult-to-navigate website and lack of readily available information could potentially make clients less likely to book appointments or recommend the salon to others in the area.

Resolution of Situation:

Hair Creatique Beauty Bar would greatly benefit from a redesigned website and an increase in social media usage. The redesigned website would better display its work, customer testimonials and services. When a brand posts its own media content on its website and media platforms, 60% of customers feel more positive and confident about a brand (Rinaldi, 2017). Demonstrating her skills, Love may retain her current clients and expand her customer base with an increase in her already engaging social media content and a clear website with customer testimonials.

SITUATION ANALYSIS

Analyze the Organization

Organization Overview

Hair Creatique Beauty Bar was founded in 2015 to promote natural hair care products and services to African American women in the Syracuse community. HCBB operates in the Sankofa District of Syracuse as a full-service salon offering blowouts, haircuts, deep conditioning and keratin treatments, weaves, braids and wigs. With “Cocktails and Confidence” as its slogan, HCBB strives to instill confidence in women and men through its hair and beauty services. As a salon that does not use chemical straightening products (Yelp, 2018), HCBB sets itself apart from the competition to better serve the women of the Syracuse community (L. Love, personal communication, September 18, 2018).

Research Program

UWomen will seek out data to gain insights on how to properly brand Hair Creatique Beauty Bar to emphasize the clear vision of the organization and attract clients. Conducting surveys will be critical to understand the wants and needs of potential clients. Information on awareness of natural hair product usage, and its effects on hair, will provide insight on the level of importance of the brand’s mission that involves natural products. Analytical research, such as number of website visits and Instagram page views will provide data on the public’s awareness of HCBB. These insights will help provide sufficient data that will help to attract clients and lead to success.

Competition

Hair Creatique Beauty Bar’s primary competitors are known as “kitchen beauticians”. Kitchen beauticians were cited as the main source of competition by Love (L. Love, personal communication, September 18, 2018). Kitchen beauticians consist of hair stylists that work out of their home as opposed to in a salon. Kitchen beauticians have the ability to charge lower prices than salons; thus, making it difficult for businesses like HCBB to compete with low non-professional prices. (L. Love, personal communication, September 18, 2018).

SITUATION ANALYSIS

Analyze the Publics

Students

Students at local colleges in Syracuse, New York, such as Syracuse University, The State University of New York (SUNY), and Le Moyne, are primary customers for Hair Creatique Beauty Bar. Primary customers are African American female students from these schools. In 2017, Syracuse University, being the largest university in the area, had approximately 940 African American female students (College Data, 2017). HCBB has the opportunity to reach out to potential clients through social media platforms. Secondary customers also include students of other races and males in the Syracuse area. Social media platforms can make potential clients aware of offers, deals, and services that can motivate them to visit the salon.

Professionals

Young middle-class professionals with disposable income in the Syracuse area are potential customers of Hair Creatique Beauty Bar (HCBB). Within professionals, African American women are the primary demographic. In the most recent Census, 52.7% of Syracuse's population were women and 29% of the population came from black or African American descent (US Census, N.D.). Marketing firms have valued the black haircare industry at \$744 million, demonstrating the large size of the market and the potential for businesses offering services regarding black haircare to be successful (Parker, 2015). This is favorable for Hair Creatique Beauty Bar, as Love offers many services targeted for African American women. Love has a variety of skills; she is a wig maker, experienced in natural hair pressing and a talented colorist. (L. Love, personal communication, September 18, 2019). While Love offers services targeted for African American women, she has the skills and experience to style all professionals in the Syracuse area.

SWOT ANALYSIS

STRENGTHS

1. Lucreaty Love has done research on the harmful effects of “creamy crack,” the chemical used to relax hair. She can confidently explain the harmful effects of hair relaxer and benefits of natural hair to her clients (L. Love, Personal Communication, September 18, 2018).
2. Love posts high quality photos of her work on Instagram. Love cites her Instagram as the main reason new clients discover her business (L. Love, Personal Communication, September 18, 2018).
3. Love offers a variety of hair services, including coloring, blowouts and wig installations according to the Hair Creatique Beauty Bar website (Hair Creatique Services, 2015).
4. Love has created an atmosphere that is chic and relaxing, as she offers each of her clients a glass of wine. Love claims that the salon’s environment is the main reason clients return (L. Love, Personal Communication, September 18, 2018).

WEAKNESSES

1. It is difficult to find Hair Creatique Beauty Bar’s (HCBB) services offered on its website. Potential clients must click the “book appointment” link in order to find what services are offered at the salon. There is no direct page that lists HCBB’s services (“Our Services,” 2018).
2. Hair Creatique Beauty Bar does not own its domain and could be difficult for potential clients to find online. Owning a domain name increases visibility, establishes an easy to remember name and increases credibility (Frost, 2018).
3. When searching Hair Creatique Beauty Bar on Instagram, the first result is an account called “Hair Creatique Beauty Bar.” However, this page has not been updated since August 2017. The inactivity of this account may cost Love clients who cannot quickly find @haircreatiquebeautybarllc, the salon’s active account.
4. Love currently works alone and is searching for new independent contractors (L. Love, personal communication, September 18, 2018). She is currently only offering hair services that she can provide herself. The salon is not currently full service, as it not offering nail services at the moment.
5. Love struggles to keep up with HCBB’s marketing and stated that the business’s marketing is “a job of its own” (L. Love, personal communication, September 18, 2018). She is forced to balance managing the salon and marketing it.

SWOT ANALYSIS

OPPORTUNITIES

1. Many celebrities are allowing their natural hair to grow out and are moving away from relaxers (Moniuszko, 2017). Many women look to celebrities for inspiration, and Love could encourage her clients to follow this trend with her help.
2. Relaxing one's hair every 6-10 weeks is expensive. Natural hair, as promoted by Love, is less maintenance and can save clients' salon visits and money.
3. The Syracuse community is very diverse, with 29% of the population being African American (Race and Ethnicity in Syracuse, New York, 2018). This gives Hair Creatique Beauty Bar a large audience to inform about the dangers of hair relaxers.
4. According to Allure (2016), 73% of millennial women seek out all-natural products. HCBB can use this preference to reach women not looking to wear their natural hair, but still take better care of themselves.
5. Love has partnered with Upstate Medical University to research the health effects of salons. They are using HCBB to test the air quality for chemicals and dust particles (L. Love, personal communication, September 18, 2018). More research will help her gain more trust from her clients.

THREATS

1. Despite the popularity of natural hair amongst celebrities, the perception of natural hair among non-celebrities is not always positive. According to The Perception Institute's 2016 "Good Hair" study, the majority of participants expressed an implicit bias against black women with natural hair. It also found that one in five black women feel obligated to straighten their hair for work (The Good Hair Study Results, 2016). While Love is encouraging natural hair, she may alienate clients who feel obligated to use relaxers.
2. According to American Salon, 68% of women are unhappy with their hair, which causes them to change salons often, even after just one imperfect appointment (McKelvey, 2017). This trend could prevent Love from building a consistent clientele.
3. Love's greatest competition is "kitchen beauticians," who may offer the same services as her but from their homes and for cheaper prices (L. Love, personal communication, September 18, 2018).
4. Extensive publicity and recognition online from other Syracuse salons, such as Beautique Extensions, could lead potential clients to choose other salons simply because they are easier to discover online (Yelp 2018).

KEY PUBLICS

PRIMARY KEY PUBLIC 1

Female Syracuse University Students



Figure 1: Female Syracuse University student (Kamardeen, 2018).

Jenna Smith is a single, 19-year-old sophomore at Syracuse University. She lives in an apartment on South Campus with her two roommates, Sarah and Kayla. She is in the Whitman School of Management studying finance. She plays club volleyball and is a sorority sister in Delta Gamma.

Jenna spends a lot of time participating in her sorority. She helps organize events to raise money for organizations that Delta Gamma supports. She oversees recruitment of new freshman for her sorority. She also attends social events frequently. For formal events, parties, and functions that occur primarily in the spring, Jenna enjoys getting dressed up, doing her makeup, and making sure her hair looks nice. Jenna enjoys changing her hairstyle for different events she attends. When Jenna looks good, she feels good and generally has a better experience at special occasions.

Jenna is constantly on her phone and highly engaged in social media. The social media apps she uses most frequently are Snapchat and Instagram. She is part of the 77% of college students that use Snapchat at least once day with evenings and weekends being a prime time for usage (Dogtiev, 2018). She is also a part of the 59% of female college students that use Instagram (York, 2018). Jenna uses these apps for entertainment and to keep up with trends and new ideas.

KEY PUBLICS

PRIMARY KEY PUBLIC 2

Young Syracuse Professional Women



Figure 2: Young Syracuse professional woman (Rawpixel.com, 2018).

Rebecca Scott is a single 28-year-old woman who recently moved to Syracuse, New York, from Westchester County, New York, for work. She lives in a one-bedroom apartment in the Hanover Square area of downtown Syracuse. Rebecca works as an administrative assistant for Total Advertising Inc. and is required to be in front of clients on a regular basis. She enjoys going downtown for drinks with friends, shopping at Destiny USA and staying abreast of the latest trends.

Rebecca enjoys her job and wants to look presentable in front of her co-workers and clients. Rebecca is like the 66.6% of African American women in the US who embrace their natural hair and avoid chemical relaxers (Sidibe, 2015). She feels more confident after a hair-straightening blowout and gets her hair done regularly to maintain its health and shine. In addition to enjoying hair care, Rebecca loves her cell phone. She uses her phone to stay in contact with her employer and family and friends from home. Rebecca is part of the 83% of adult women who use Facebook regularly; she enjoys using the platform to catch up with friends and communicate with family (York, 2017). She is also part of the 39% of adults in suburban areas who use Instagram. Rebecca uses Instagram to stay connected with friends and to find new businesses in Syracuse through the Explore page (York, 2017). As Rebecca is new to the Syracuse area, she is seeking a new salon to meet her hair needs.

RESEARCH OBJECTIVES

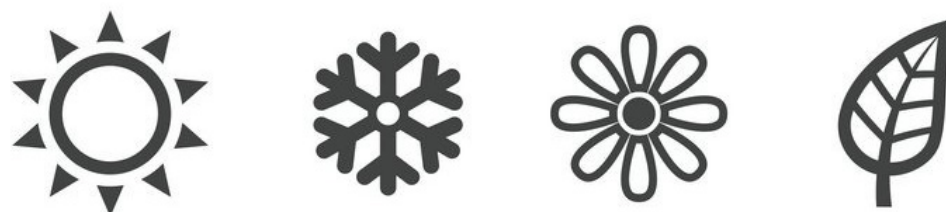
1. Identify which salon services are most important to Syracuse University students.



2. Explore the media habits of Syracuse University students and professionals in Syracuse.



3. Determine the reasons why key publics visit salons throughout the year.



RESEARCH METHODOLOGY

METHODOLOGY:

After completing our secondary research, we decided to conduct triangulated primary research using both qualitative and quantitative methodologies in order to get a holistic view of Hair Creatique Beauty Bar's problem. The tools we will use to conduct our primary research will include a social listening analysis, a survey and focus groups. By collecting this primary data, our team hopes to gain insight into the preferences and attitudes of HCBB's key publics towards HCBB as well as towards other Syracuse-area salons. We hope that this data will help us to assist HCBB in creating a focused mission and communication strategy.

RESEARCH METHOD 1: Social Listening Analysis

SAMPLING FRAME:

All social media posts on Meltwater from January 1, 2018 to October 31, 2018 that pertain to HCBB, natural hair care or beauty salons in Syracuse.

RATIONALE:

UWomen PR chose to perform a social listening analysis to gain a better understanding of HCBB's key public's attitudes and sentiments towards HCBB and other salons in Syracuse, as well as natural hair care. We also hoped to discover which key words and hashtags as well as which types of posts HCBB can use to consolidate and advance its social media communication strategy.

EXECUTION:

- Recruiting Method: None
- Location: Meltwater (online)
- Length: 4 hours (one per team member)
 - Incentive: None
- Number of Social Media Posts: 30

DATA ANALYSIS METHOD: Content Analysis

RESEARCH METHODOLOGY

RESEARCH METHOD 2:

Survey

SAMPLING FRAME:

Female Syracuse University students

RATIONALE:

We chose to conduct a survey to collect primary quantitative data that we can use to guide the formation of our focus group questions as well as to help HCBB form a clear mission.

EXECUTION:

- Recruiting method: Posted the survey link to Facebook
 - Location: Online
 - Length: 10 questions
 - Incentive: None
- Number of participants: 147 survey participants

DATA ANALYSIS METHOD:

Qualtrics Data Analysis

RESEARCH METHODOLOGY

RESEARCH METHOD 3:

Focus Group

SAMPLING FRAME:

Female Syracuse University students and young female professionals in Syracuse

RATIONALE:

We chose to conduct a focus group to determine what SU students and Syracuse women are looking for in a salon, including the services and prices they desire, how often they visit a salon and at what times throughout the year.

EXECUTION:

- Recruiting method: in person
- Location: Syracuse University campus
- Length: 10 questions (approximately 30 minutes per focus group)
 - Incentive: Donuts
- Number of participants: 8

DATA ANALYSIS METHOD:

Content Analysis

RESEARCH RESULTS AND ANALYSIS

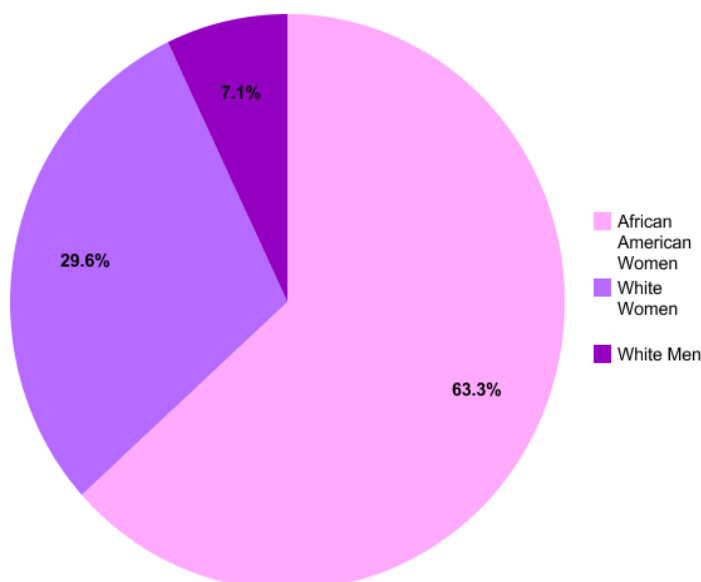
SOCIAL LISTENING RESULTS AND ANALYSIS

UWomen PR conducted a Social Listening Analysis through MeltWater to gain a better understanding of its key publics' attitudes towards hair salons in Syracuse, New York. The social media analyzed was from January 1, 2018 through November 5, 2018. The data provides insight into sentiments and demographics.

SUMMARY 1:

We analyzed the correlation between gender, race and use of social media to talk about salons in Syracuse, New York. This information will allow Lucreaty Love to better understand her online audience. Through the social listening analysis, we learned that African American women are most likely to talk about this topic via Facebook, Twitter and YouTube. They are more likely than men and white women to leave reviews on salons and, in general, discuss their hair online more often. About 62% of the hair conversation we analyzed was being conducted by African American women. The other contributors were white women at 29%, and white men at 7%. The majority of the conversations were happening on Facebook and Twitter. There was no correlation between race and platform. This information is important for Love when trying to reach potential clients online. African American women are much more likely to discuss hair and salons online, therefore she can use her social media channels to target this audience. However, because white women are less likely to have this conversation online, Love must aim to target this audience in a different fashion. More research can tell Love what platforms white women are turning to discuss hair and leave salon reviews.

Social Listening Demographics

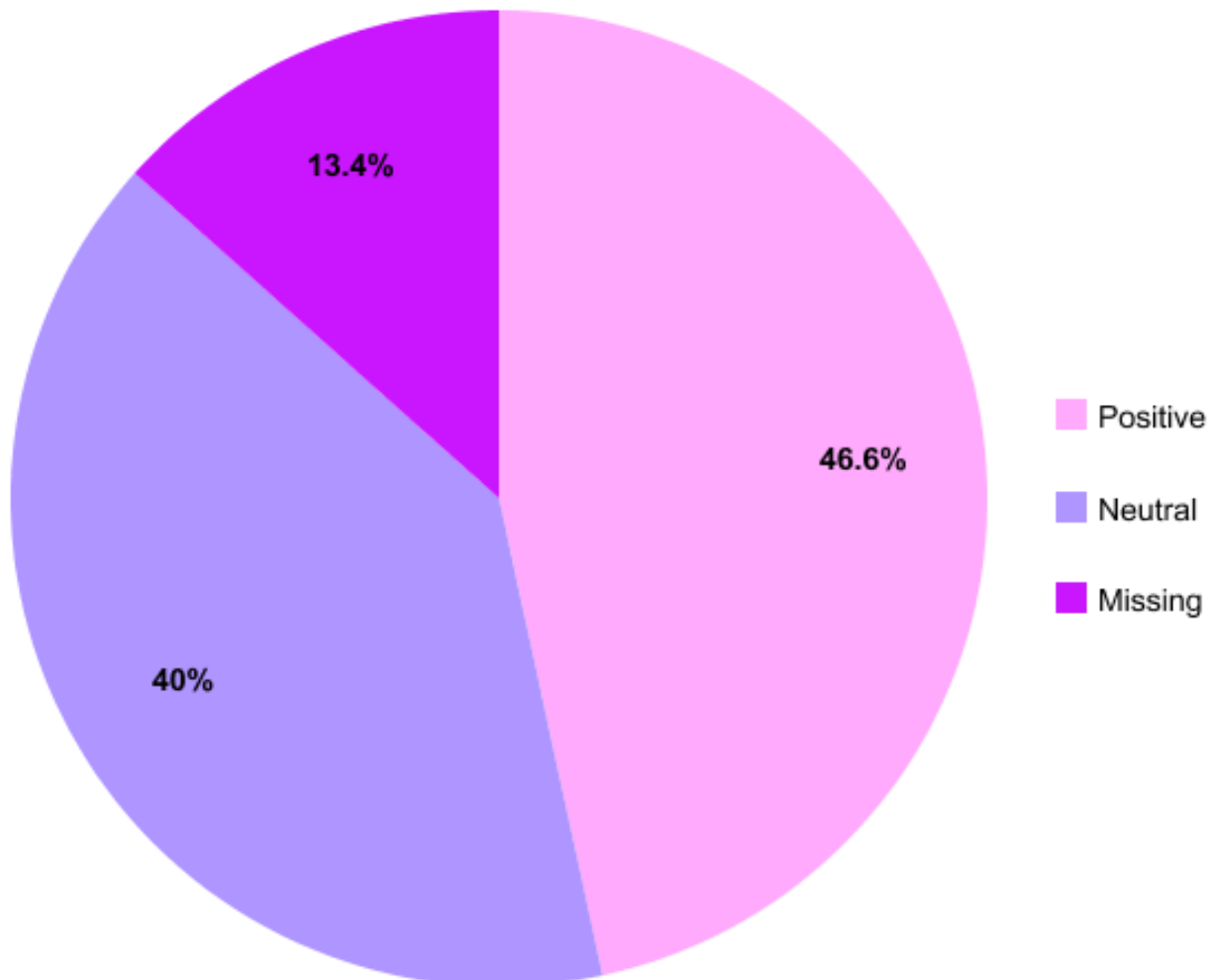


RESEARCH RESULTS AND ANALYSIS

SUMMARY 2:

After analyzing the results of the social listening analysis we determined that most of the sentiment about hair salons on social media is predominantly positive or neutral in Syracuse, New York. There were zero posts with negative sentiment in our analysis. The most frequent sentiment was positive (46.6%), with neutral sentiment coming in at a close second (40%). This data shows that people are satisfied with salons in Syracuse. This is good for HCBB because it illustrates that people can rely on the Syracuse area to provide them with a satisfactory salon experience. However, this increases competition for HCBB and requires the salon to stand out over others in the area.

Sentiment on Social Media



RESEARCH RESULTS AND ANALYSIS

SURVEY RESULTS AND ANALYSIS

There were two purposes for collecting the anonymous survey: (1) to evaluate the attitudes, opinions and media habits of current female students at Syracuse University and (2) to determine the reasons Syracuse University female students visit salons throughout the year. The survey sent to female students at Syracuse University gave UWomen PR a sense of students' prior experiences at salons in Syracuse, which platforms they use to discover new businesses and the social media platforms they use most frequently.

RESEARCH RESULTS AND ANALYSIS

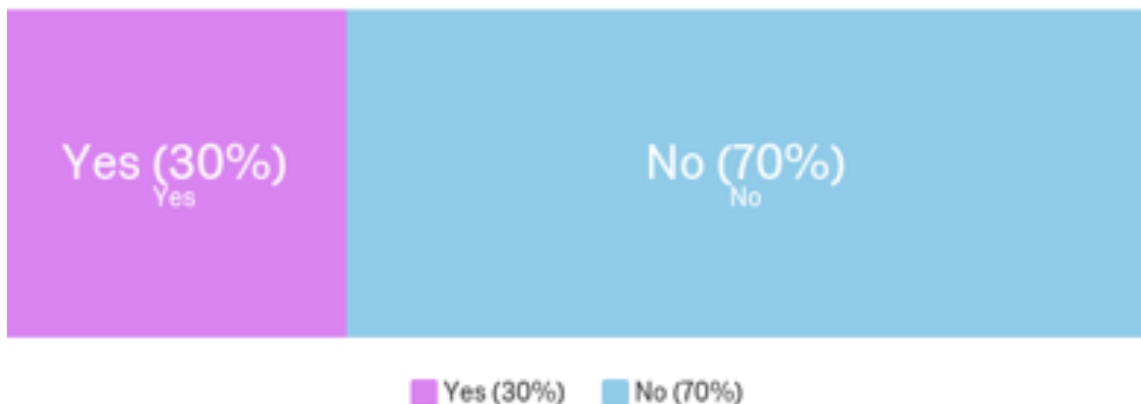
SUMMARY 1:

When asked if in the past year, have you visited a salon in Syracuse, New York, 70% of the respondents answered no, while 30% answered yes. Of those who visited a salon we asked how satisfied they were with their experience. When asked how satisfied were you with the salon(s) in Syracuse:

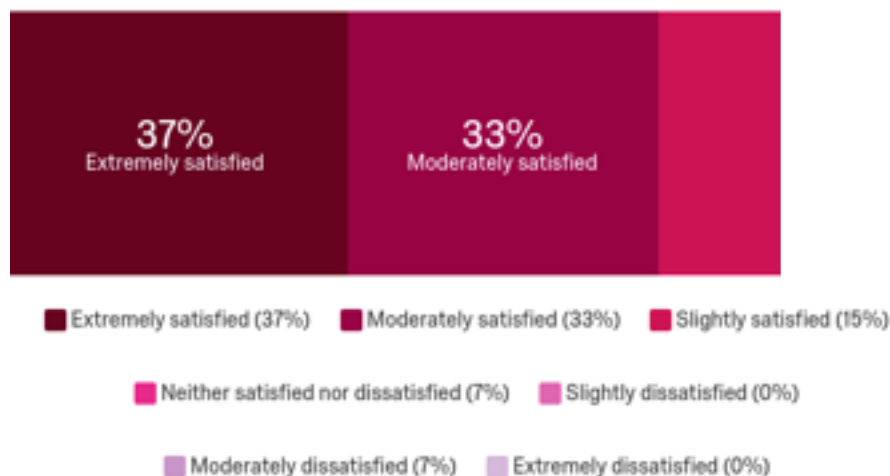
- 37% of respondents answered extremely satisfied
- 33% answered moderately satisfied
- 15% answered slightly satisfied

The results demonstrate that students may be hesitant and unwilling to try a salon in Syracuse. However, the smaller percentage of students who have tried a salon in Syracuse were satisfied with the results. By analyzing both of the survey question results, we can conclude that students who have visited salons in Syracuse had positive experiences. Since 70% of students have not visited a salon, we suggest salons create incentives for students to visit a salon in Syracuse.

In the past year have you visited a salon in Syracuse, New York?



Overall how satisfied were you with your salon experience in Syracuse, New York?

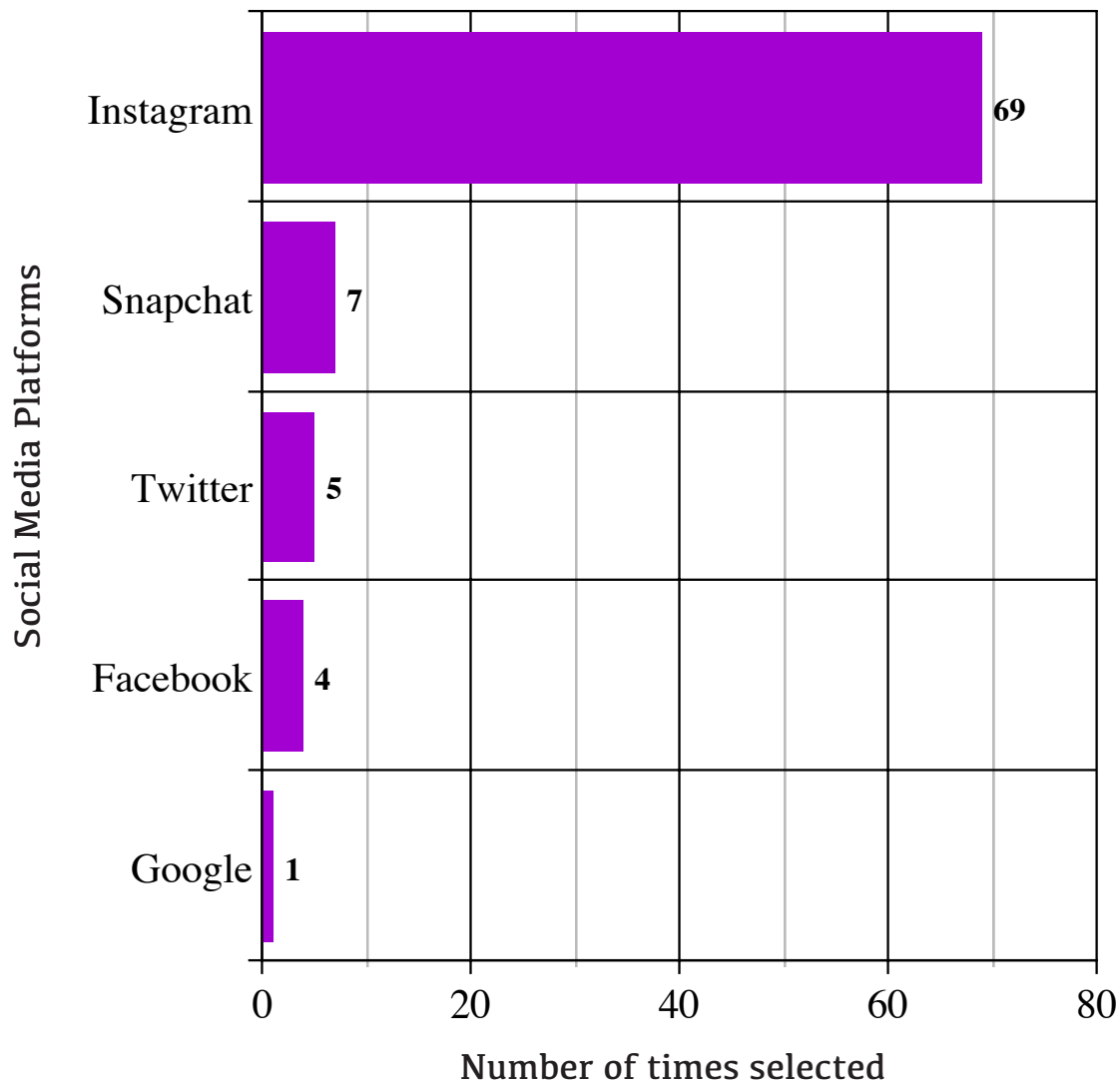


RESEARCH RESULTS AND ANALYSIS

SUMMARY 2:

The participants were asked to list their three most used social media platforms. The first most used media platform was Instagram, followed by Twitter, then Snapchat. Facebook, YouTube and Google were also listed, but not as frequently. The bar graph demonstrates that in order to reach Syracuse University students, businesses must have a strong presence on Instagram, Twitter, Snapchat and Facebook.

Most Used Social Media Platform

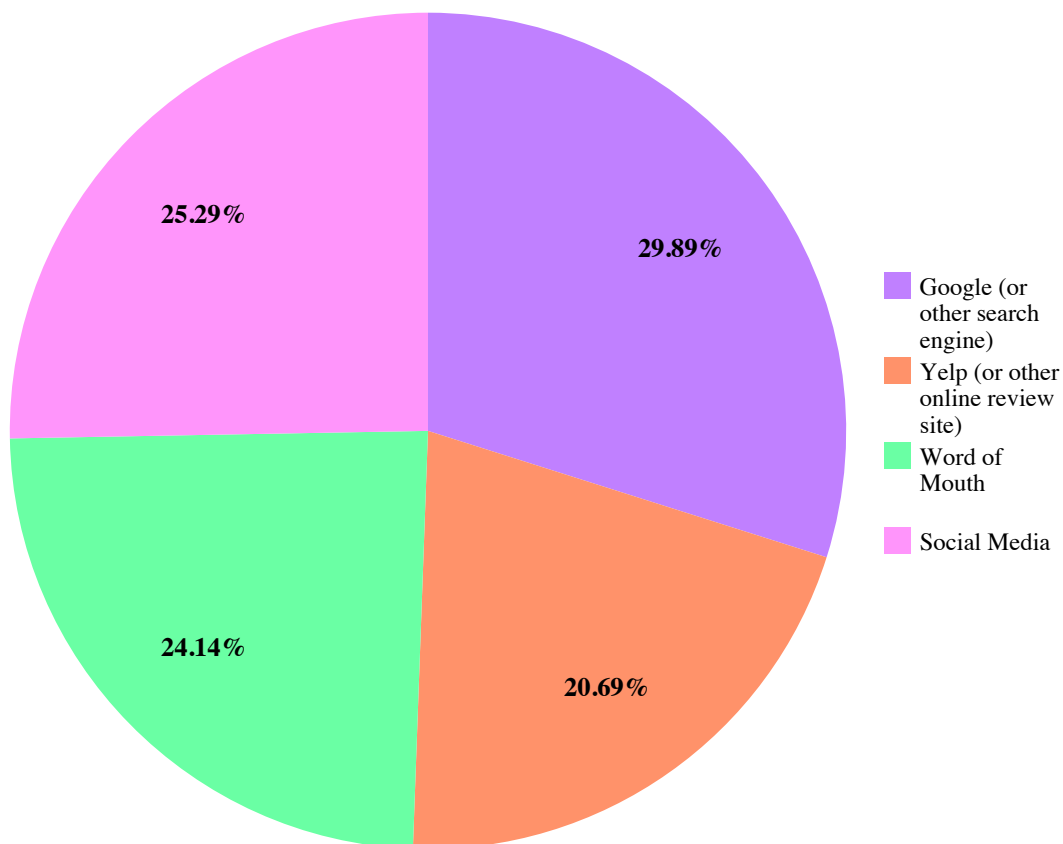


RESEARCH RESULTS AND ANALYSIS

SUMMARY 3:

Survey participants were asked to rank the importance of various tools in finding a new business in Syracuse, New York. Choices included Google (or other search engines), Yelp (or other online review sites), word of mouth and social media. Participants ranked Google as the most important tool (29.89%). The second most important tool was social media (25.29%). The results exemplify the need to have a presence on Google through search engine optimization (SEO) when a business name or related key words are searched.

How do you find new businesses in Syracuse, New York?



RESEARCH RESULTS AND ANALYSIS

FOCUS GROUP SUMMARY AND ANALYSIS

UWomen PR conducted two different focus groups within the Syracuse community. The first focus group consisted of Syracuse University female undergraduate students. The second focus group consisted of professional women who live and work in Syracuse, New York. Both groups were asked the same questions pertaining to their salon habits, preferences and social media usage. These questions were asked to help Hair Creatique Beauty Bar better understand what clients are looking for during hair salon visits.

THEME 1:

STUDENTS ARE ATTACHED TO SALONS IN THEIR HOMETOWNS BUT WOULD TRY A NEW SALON IN SYRACUSE IF AN INCENTIVE WAS OFFERED.

Nearly all student participants are very attached to their hometown salons and hairdressers. As a result, they are hesitant to try a new salon in Syracuse. Many of the students are very particular with what they like and would rather wait to go home to ensure that they are receiving quality services. However, when asked, students said they would be willing to try a new salon based off of positive recommendations from friends or online, as well as student discounts. One student said it is “important for recommendations to come from people with hair like mine, since it’s relaxed.” Students said they would be willing to first try a salon for a non-permanent service, like a blowout, if a student discount was offered. In order for salons to attract students, they must first gain their trust.

Interesting Observations: When the student focus group was asked if they would be willing to try a salon in Syracuse, New York, the entire group responded right away claiming they would be extremely hesitant to try a new salon. They would want word of mouth recommendations before visiting a new salon.

RESEARCH RESULTS AND ANALYSIS

THEME 2:

FEMALE PROFESSIONALS LIVING IN SYRACUSE, NEW YORK SEEK A SALON THAT OFFERS A VARIETY OF SERVICES IN ORDER TO MAKE THE APPOINTMENT RELAXING YET EFFICIENT.

Female professionals stressed the fact that their trip to the salon should be efficient. This efficiency comes from salons that offer a wide range of services. These women appreciate salons that go beyond the simple cut and dry service. Women want a single salon to offer all of the services they need for convenience. This includes hair, eyebrow waxing, manicures and pedicures. As stated by a focus group member, “female professionals have such busy schedules and being able to get all of these services done in one place saves time which generally we do not have a lot of.” In addition to being efficient, female professionals want their salon visit to be relaxing. A comfortable atmosphere is crucial to having the full salon experience. Offering a larger spectrum of services and creating a relaxing atmosphere within the salon appealing to female professionals.

Interesting Observations: The professionals looked at going to the salon as personal time to get away from their “everyday life.” A clean, relaxing environment is equally as important as a salon offering a variety of services, as professional women have limited free time and prioritize efficiency.

RECOMMENDATIONS

Through research methods such as a social listening analysis, survey and focus groups, UWomen PR has created recommendations that will help attract clients to HCBB and improve the salon's overall professionalism.

RECOMMENDATION 1:

Based on information from our focus groups, we learned that students at Syracuse University are hesitant to try new salons without strong recommendations from friends. Lucreaty Love would better able to increase her brand trustworthiness while increasing her brand's awareness on campus by hiring students to act as salon representative's. Students are much more likely to listen to and trust their peers. Representative's would pass out coupons, shampoo samples and simply discuss the prices and quality of services offered at HCBB. Furthermore, our survey results demonstrated the importance of a strong presence of Instagram; 80% of survey participants chose Instagram as their most used media platform. The representative's would post regularly on Instagram, connecting with fellow students and acting as the word-of-mouth liaison between HCBB and SU students.

Example of a HCBB Campus Representative



MirandaBrody • Follow

MirandaBrody

There's nothing better than a fresh cut and blowout...try [@HairCreatiqueBeautyBar](#) for all your salon needs. Close to campus and amazing results. Mention me and get 10% off your first cut #HCBrandRep

alexandra_lambrou Love, love, LOVE!!!!



228 likes

Add a comment...

RECOMMENDATIONS

RECOMMENDATION 2:

In our focus groups, student participants described their attachment to salons at home, but explained their willingness to try a new salon in Syracuse if offered an incentive. Student discount coupons would provide incentive for students to visit HCBB and save money. Coupons can be distributed by the student representative or another staff member around the Syracuse University campus. Moreover, in a focus group professional women also stated they would be more willing to try a new salon if a coupon was offered. Coupons can be posted on social media or HCBB's website for women to see. Coupons will motivate those who are hesitant to try a new salon because they know they are getting a good deal.

Example of a Student Discount Coupon



RECOMMENDATIONS

RECOMMENDATION 3:

Utilizing search engine optimization (SEO) will attract clients to HCBB. SEO comes from various factors. The longer amount of time that individuals spend on the website, the better the website's SEO rating. The more useful, attractive content there is on the website, the longer people will stay on the site. Another way to improve SEO is to increase page loading speed. This comes from "using a caching plug-ins, making sure the code is clean and streamlined, optimizing image sizes, reducing the number of plug-ins, and minimizing redirects" (Louis, 2018). This can generate more buzz around the salon and attract clients.

What is SEO?

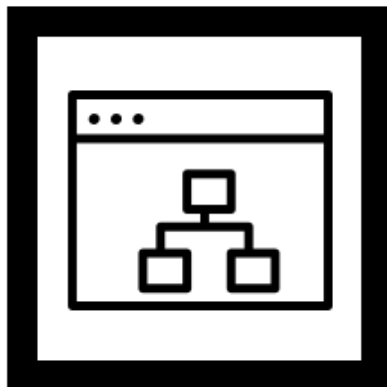
Design



Branding



Content



Usability



APPENDICIES

APPENDIX A: SOCIAL LISTENING CODING SHEET

Variable	Instruction	Code
Coder	Coder's Name 1= Sophie 2= Madison 3= Tori 4= Cheyanne	
Key Words	Specific Key Words Used: 1 = At least one (hair, salon, hair salon). At least one (Syracuse, NY; East Syracuse, NY; Dewitt, NY; Fayetteville, NY; 'Cuse, Cuse, Syracuse, Syracuse University). 2 = At least one (Hair Creatique Beauty Bar, Hair Crea'Tique Beauty Bar, HCBB). 3 = At least one (relaxed hair, relaxer, creamy crack). At least one (Syracuse, 'cuse, SYR). 4 = All (natural hair). At least one (Upstate New York; Upstate NY; Syracuse, NY; 'Cuse). 5 = At least one (Lucreaty Love, Creaty, Creaty Love). 6= Other (state which keywords used)	

Type of Search	1 = News 2 = Social	
Media Platform	The platform on which you found the information: 1 = Facebook 2 = Twitter 3 = Instagram 4 = YouTube 5 = News Source (include name of source) 6 = Other (include name of source)	
Date	Date the post was published Write month, day, year 0 = Missing data N/A = Not Applicable (write reason for N/A)	
Age	Age of person who posted information 0 = Missing data N/A = Not Applicable 1 = Under 18 2 = 18-24 3 = 25-40 4 = 41-60 5 = 61+	<p style="text-align: right;">26</p>

<p>Race/Ethnicity</p>	<p>Race/Ethnicity of the Person who posted the information</p> <p>0 = Missing Data</p> <p>N/A = Not Applicable (write in the reason for N/A)</p> <p>1 = American Indian or Alaska Native: A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.</p> <p>2 = Black or African American: A person having origins in any of the black racial groups of Africa.</p> <p>3 = Native Hawaiian or Other Pacific Islander: A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands</p> <p>4 = Hispanic or Latino: A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race. The term, “Spanish origin”, can be used in addition to “Hispanic or Latino”.</p> <p>5 = White: A person having origins in any of the original peoples of Europe.</p> <p>6 = Asian: A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.</p> <p>7 = Other (write in the race or ethnicity)</p>	<p style="text-align: right;">27</p>
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<p>Gender</p>	<p>Gender of Person who posted information:</p> <p>0 = Missing Data</p> <p>N/A = Not Applicable (write in the reason for N/A)</p> <p>1 = Male</p> <p>2 = Female</p> <p>3 = Other (write in the gender)</p>	
<p>Sentiment</p>	<p>A social media post's sentiment (or tone) is constructed by using words, quotes, and/or images, which results in positive, neutral, or negative coverage for the information searched</p> <p>0 = Missing Data</p> <p>N/A = Not Applicable (write in the reason for N/A)</p> <p>1 = Positive</p> <p>2 = Neutral</p> <p>3 = Negative</p>	
<p>Sentiment</p>	<p>What keywords, phrases or images are associated with the post that created the sentiment (tone) coded above?</p> <p>Write in a maximum of 5 keywords</p> <p>0 = Missing Data N/A = Not Applicable (write in the reason for N/A)</p>	<p style="text-align: right;">28</p>

Reach	<ul style="list-style-type: none"> • Facebook: Number of likes the Facebook Page has or number of members a Facebook Group has • Twitter: Number of followers the author of the post has • YouTube: Number of Views the video has • Instagram: Number of followers the author of the post has <p>News source: Reach estimates the potential viewership of any particular article based on the number of visitors to the specific source</p> <p>Source: Meltwater</p> <p>0 = Missing Data N/A = Not Applicable (write in the reason for N/A)</p>	
Username	Username of post analyzed	
Date Range for Search	1 = 7 days 2 = 2 weeks 3 = Last 90 days 4 = Custom range (include specific dates)	

APPENDIX B: QUALTRICS SURVEY

We are Syracuse University students conducting a survey about beauty habits. Please take this 5-minute survey. All answers will remain anonymous. Thank you for your time.

1. Are you a female student at Syracuse University?

- Yes
- No - send to end of survey

2. In the past year, have you visited to a hair salon in Syracuse, New York?

- Yes (please specify which salon(s))
- No - skip question 3

3. Overall, how satisfied were you with the salon(s)?

- Extremely satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Extremely dissatisfied

4. What services have you gotten done at a salon? (Select all that apply)

- Blowout
- Hair color
- Hair cut
- Relaxing treatment
- Braiding
- Other (please specify)

5. How likely are you to try a new salon in Syracuse?

- Extremely likely
- Moderately likely
- Slightly likely
- Neither likely or unlikely
- Slightly unlikely
- Moderately unlikely
- Extremely unlikely

6. What features are most important to you when selecting a new salon (1 is most important and 4 is least important)?

- Price
- Location
- Variety of services
- Atmosphere

7. How frequently do you visit a salon in a year?

- Less than once a year
- Once a year
- 2-3 times a year
- 4-5 times a year
- More than 5 times a year

8. For what purposes do you visit a salon (check all that apply)

- Routine upkeep
- Formal events
- To relax/destress
- Other (please specify)

9. Rank the importance of each tool in finding a new salon in Syracuse (1 is most important, 4 is least important).

- Google or other search engines
- Yelp or other online review sites
- Word of mouth
- Social media (please specify which platforms)

10. What three social media platforms do you use the most?

First most used platform:

Second most used platform:

Third most used platform:

N/A

APPENDIX C: FOCUS GROUP QUESTIONNAIRE

Welcome. Thank you for agreeing to participate in this focus group. My name is Cheyanne, and I will be the moderator for today's group discussion.

I would like to talk to you today about your attitudes and opinions about hair salons in Syracuse, New York. The purpose of this focus group is to help a local hair salon improve its brand and increase business in the area.

I am going to ask you a few questions; I ask that only one person speaks at a time. There are no right or wrong answers, but please do respect each other's answers or opinions.

I will be tape recording the discussion today because I don't want to miss any part of your comments. I will treat your answers as confidential. We are only going to use first names and last initials during the discussion but will not use names in the study. We also ask that each of you respect the privacy of everyone in the room and not share or repeat what is said here in any way that could identify anyone in this room.

Finally, this discussion is going to take about 25 minutes. If at any time you want to stop, please let me know. Does anyone have any questions before we start?

Ice breaker question:

1. I would like to have everyone go around the room and state her hometown. Thank you, I ask that you say your first name and last initial before answering.

Opening question:

2. Who is your celebrity hair inspiration? Probe: Why?

Group discussion (topic 1): Let's talk about salons in general.

3. When I say "hair salon" what are the first things that come to mind? Probe: Why do those thoughts come to mind?

Group discussion (topic 2): Now let's talk about salon services.

4. What services do you expect a salon to offer? What is the most important hair-related service for you in a salon? Probe: Why is this the most important?

What reasons do you visit a salon? Follow up: Which specific occasions prompt you to go to a salon?

Group discussion (topic 3): Now let's discuss finding new businesses.

5. How would you go about finding a salon in the Syracuse area? Probe: How willing are you to try new salon?

Group discussion (closing): In closing, I would like to ask one more question.

6. What advice would you give a salon trying to market itself to (students/professionals)? Probe: How can a salon appeal more to (students/professionals) at Syracuse?

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